

# HOLY LAND BIBLE BEE PROMOTIONAL PARTNERS PROGRAM CONTEST

[WWW.HOLYLANDBIBLEBEE.COM](http://WWW.HOLYLANDBIBLEBEE.COM)

## PROGRAM CONTEST RULES

THIS IS A HYBRID CHANCE- AND MARKETING SKILLS-BASED CONTEST.

NO PURCHASE NECESSARY.

THIS PROGRAM IS NOT OPEN TO THE GENERAL PUBLIC. IT IS ONLY OPEN EXCLUSIVELY TO MEMBERS OF THE HOLY LAND AND WORD PROMOTIONAL PARTNERS GROUP WHO QUALIFY.

PURCHASE DOES NOT IMPROVE ONE'S CHANCES OF WINNING.

THE ODDS OF WINNING ANY PRIZE DEPEND ON THE TOTAL NUMBER OF ELIGIBLE ENTRIES RECEIVED

May 24, 2011

1. **Eligibility:** The HOLY LAND BIBLE BEE PROMOTIONAL PARTNERS PROGRAM CONTEST (the "Contest") is open only to participants who are at least 14 years of age at time of entry ("Participant"(s)). This promotion is not open to the general public. It is only open exclusively to members of the Holy Land and Word Promotional Partners Group who qualify. This contest is not open to residents of Maine under the age of 18. Void in Rhode Island, Vermont, Cuba, Iran, North Korea, Puerto Rico, The Province Of Quebec, Sudan, Syria, Virgin Islands and where prohibited. The Contest is sponsored by Root Source RA ("Sponsor"). Employees, shareholders, officers, directors, agents, and representatives of the Sponsor, and any parent companies, affiliates, divisions, subsidiaries, agents, representatives and promotion and advertising agencies (collectively, the "Promotion Entities"), together with the immediate family members and those living in the same household of such persons, are not eligible to participate in the Contest. For purposes of the Contest, "Household Members" shall mean those people who share the same residence at least three months a year and "Immediate Family Members" shall mean parents, step-parents, legal guardians, children, step-children, siblings, step-siblings, or spouses. Participants under the age of majority in the state of residence must have permission to participate from their parents and note thus when entering. Void where prohibited. A Minor Participant will be required to provide parental consent in a form satisfactory to the Sponsors before he or she can be declared a winner and any prize can be awarded.

The total ARV of the Drawing Prize is \$4,000.00 The total ARV of each Bonus Prize is at least \$330 and depends on the number of Participants who sign up using the Promotional Partners Program Participant's ID. THE ODDS OF WINNING THE PRIZE DEPENDS ON THE TOTAL NUMBER OF ELIGIBLE ENTRIES RECEIVED.

2. **Contest Period:**
  - a. The Contest shall begin on June 28, 2011 at 12:00:01 a.m. Eastern Standard Time ("EST") and end on October 27, 2011 at 11:59:59 p.m. EST ("Contest Period").
  - b. The time and date as provided by the Sponsors' computer is the official time keeping device for the Contest Periods.
3. **How to Register?** NO PURCHASE NECESSARY. To enter, Participants must register by completing the Entrance Form on <http://www.holylandbiblebee.com/thanks-for-your-interest-in-the-promotional-partner-program/> and following the on screen instructions.

- a. When registering, Participants will be asked to provide such information as their names, address, email address, gender and date of birth. Sponsors may from time to time ask Participants, both during registration and afterwards, to provide additional personal information or opinions. All such additional information will be optional and shall not improve one's chance of winning the Contest or the Prize.

#### 4. How to Play?

- a. After joining the Holy Land Bible Bee Promotional Partners group, Participants will encourage people in their sphere of influence (subscribers to their email list(s), visitors to their blog(s) or website(s), etc.) to register for the Holy Land Bible Bee Israel Drawing, Bible Quiz and Israel Championship, and this Promotional Partner Program Contests ('the Three Contests'). It is important to emphasize that when registering in any of these contests, people must enter the Participant's name or code in the field provided so that the Participant will be credited for the registration. Participants in the Promotional Partner Program must be credited with at least ten (10) distinct registrants to participate in this Contest.
- b. The more people who register and credit the Participant, the higher the chance the Participant has of winning each of the three (3) parts of this Contest.
- c. The Participant shall not be counted as one of the people s/he signs up.
- d. Friends and relatives are allowed to be counted as one of the people signed up.

5. **How to Win?** The number of a Participant's entries for each part of the Promotional Partners Contest will be determined based on the total number of individuals who have legal entries that the Participant is credited with in any or all of the Three Contests. Only an individual ('Sign-up') will be counted, not separate Contest Entries. To clarify, each individual is counted only once, regardless of how many of the Three Contests that individual entered.

Each Entry in the Three Contests must be legal according to the respective rules of those Contests in order to count as a Participant's Entry in the Drawing.

Any use of robotic, automatic, macro, programmed, third party, bot or the like, to register Participants in any of the Three Contests may result in disqualification by Sponsor.

There are three ways to win:

- a. **The Drawing:** For every Sign -up, the Participant shall have one Entry in the Drawing for the Promotional Partners Contest free trip to Israel. For example, if a Participant signs up 1000 people, s/he gets 1000 entries in this Drawing.
  - i. Each Sign-up during the respective contest periods make the Promotional Partners Contest Participant eligible for another Entry in this Drawing. Once an Entry is made it cannot be changed, altered, modified, withdrawn or retrieved.
  - ii. At the end of the Drawing Period for the Promotional Partners Contest the Sponsors shall determine a winner ("Winner"), among all Entries received and recorded by the Sponsor's computer for the Drawing. The Winner shall be determined based on a random drawing as provided by Sponsors' computers, subject to verification of eligibility and compliance with these Rules.
- b. **The Top Promoter Bonus Prize Contest:** The prize will be awarded based on the highest total of Sign-ups that the Participant is credited with in the Three Contests, combined. The Participant with the most Sign-ups will be awarded a cash bonus of \$300 plus three dollars for each Sign-up that the Participant was credited with.

- c. **Israel Trip Winner Referrers Bonus Prize Contest.** If one of the Winners of any of the Contests that have a prize of a trip to Israel (Israel Drawing Contest, Bible Quiz Contest, Promotional Partners Drawing Contest) was registered by the Participant, the Participant shall receive a cash bonus of \$300 plus three dollars for each Sign-up that the Participant was credited with.
6. **Notifications:** The Winners will be contacted via email (as provided by the Participant during registration) or by publication on the Site. A Winner must confirm eligibility and compliance with these Rules. The Sponsors reserve the right to disqualify anyone not fully complying with these Rules or meeting the participation criteria. The Winner may be required to execute an Affidavit of Eligibility, a Liability Release, and (where legal) a Publicity Release (collectively, "Prize Claim Documents") within seven (7) days of notification, or as directed by the Sponsor. THE FAILURE TO RESPOND TIMELY TO THE NOTIFICATION AND THE FAILURE TO PROVIDE THE PRIZE CLAIM DOCUMENTS WILL RESULT IN FORFEITURE OF THE PRIZE. A Prize will not be awarded until all such properly executed forms are returned. If the Prize is unclaimed or forfeited by the Winner, the Sponsor reserves the right to have an additional Drawing until an eligible Winner is selected.
7. **Prizes:** The Prizes shall consist of the following:
- The Drawing:** The Prize shall consist of an all expense paid tour of Israel, including flights. The Prize shall include, but is not limited to the itinerary listed on <http://www.holylandbiblebee.com/itinerary/>. The Prize shall have an Approximate Retail Value (ARV) of \$4000.
  - The Top Promoter Bonus Prize Contest:** The Prize shall consist of a cash bonus of \$300 plus three dollars for each Sign-up. The Prize shall have an Approximate Retail Value (ARV) of at least \$330.
  - Israel Trip Winners Referrer's Bonus Prizes.** The Prize shall consist of a cash bonus of \$300 plus three dollars for each Sign-up that the Participant was credited with. These prizes shall only be awarded if any of the Winners detailed above credited a Promotional Partner with their registration. Therefore, it is possible that no Prize will be awarded, or any number up to and including 14 Prizes may be awarded. Each Prize shall have an Approximate Retail Value (ARV) of at least \$330.

If all Prizes are awarded, the total minimum ARV of these Prizes shall be at least \$4620.

The total ARV of all the Prizes together shall be at least \$4330.

The odds of winning a Prize depend on the number of eligible Participants. IF NO ELIGIBLE ENTRIES ARE RECEIVED THE PRIZE WILL NOT BE AWARDED.

The Winner cannot assign or transfer any Prize to other people. No prize substitution or cash alternative is allowed except at the sole discretion of Sponsors, who reserve the right to substitute a prize (or any portion thereof) of comparable or greater value, at their sole discretion. If the Prizes cannot be awarded due to circumstances beyond the control of Sponsors, substitute prizes of equal or greater retail value may be awarded.

The Winner will be solely responsible for all federal, state and/or local taxes, and for any other fees or costs associated with the Prize received. Expenses not stated are the sole responsibility of the Winner. The stated ARV of Prizes is based on available information provided to Sponsors and the value of the Prizes awarded to a Winner may be reported for tax purposes as required by law. A Winner may be required to provide Sponsors with a valid social security number before the Prize will be awarded for tax reporting purposes. An IRS Form 1099 may be issued in the name of each Winner, for the actual value of the Prize received. Allow 4-6 weeks for shipment of any documentation related to a Prize. Other restrictions may apply.

8. **Rights of Sponsors:** Sponsors shall have the right, at their sole and absolute discretion, to refuse Entries that they find to be in violation of these Rules or which they find in their sole discretion to be otherwise objectionable for any reason. Sponsors also reserve the right, in their sole and absolute discretion, to terminate the Contest for any reason in the event that there is an error, problem or cause that impacts the operation, administration or security of the Contest or Site. If the Contest is terminated by Sponsor as provided above, Sponsors may refrain from selecting Winners or in the alternate may select Winners from all eligible Entries received prior to the action taken or in such manner as deemed fair and appropriate by Sponsors in their sole discretion.

**Reservation Of Right To Modify:** Sponsor reserves the right to suspend, modify, alter or terminate the Contest if any federal or state law, rule or regulation, or any judicial decision or Attorney General Opinion, or any change in the current enforcement policy affects the legality of the Contest, in whole or in part. Any attempt by a participant to deliberately damage the Contest or undermine the legitimate operation of the Contest is a violation of criminal and civil laws. Sponsor reserves the right to prosecute and seek damages to the fullest extent of the law.

9. **General Terms And Conditions:** By participating, each Participant agrees that the Sponsors and each of their respective agents, representatives, parent companies, affiliates, subsidiaries and legal advisors, and each of their respective employees, shareholders, officers, and directors are not responsible or liable for, and shall be released and held harmless from: (i) late, lost, delayed, damaged, incomplete, illegible, unintelligible, misdirected or otherwise undeliverable mail, email, SMS/MMS, postage-due notices, release forms, affidavits or other correspondence; (ii) telephone, electronic, hardware or software program, network, Internet or computer malfunctions, failures, or difficulties of any kind; (iii) any condition caused by events beyond the control of the Sponsors that may cause the Contest to be disrupted or corrupted; (iv) any printing, human, typographical or other errors or ambiguities in (or involving) any materials associated with the Contest; (v) any and all losses, damages, rights, claims and action of any kind in connection with or resulting from participation in the Contest; (vi) acceptance, possession, use or misuse of the Prize, including, without limitation, personal injury, death and property damage arising there from; and (vii) claims based on publicity rights, defamation or invasion of privacy.

By participating in the Contest, Participants agree: (i) to be bound by these complete Rules and the decisions of Sponsors which shall be final and binding; and (ii) to waive any right to claim ambiguity in the Contest or these Rules. By participating in the Contest and/or the receipt of the Prize, Participants agree to release, indemnify, defend and hold harmless Sponsors, and each of their respective parents, affiliates, successors, assigns and licensees, and each of their respective employees, shareholders, officers, directors, contractors, agents and representatives (the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Contest, or receipt or use or misuse of the Prize.

Sponsors reserve the right, at their sole discretion, to prohibit any Participant from participating in the Contest or to disqualify any individual it finds, in its sole determination, to be tampering with the entry process or the operation of the Contest; to be attempting to undermine the legitimate operation of the Contest by cheating, hacking, deception, or any other unfair playing practices; to be acting in violation of these Rules; or to be acting in a disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. Sponsors may suspend or discontinue the Contest if, in their sole opinion, there is any actual or suspected tampering of the Contest, or any other malfunction, event or activity that may affect the integrity of the Contest. **SPONSORS SHALL NOT BE OBLIGATED TO AWARD A PRIZE THAT RELATES TO OR ARISES OUT OF IMPROPER OR MISTAKEN PRIZE NOTIFICATION, OPERATION OR FUNCTION OF THIS CONTEST.** The invalidity or unenforceability of any provision of these Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

BY ENTERING THE CONTEST, PARTICIPANTS AGREE THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (1) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE CONTEST OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (2) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS WILL BE LIMITED TO ACTUAL THIRD-PARTY, OUT-OF-POCKET COSTS INCURRED, (IF ANY), NOT TO EXCEED TWO HUNDRED FIFTY DOLLARS (\$250.00), BUT IN NO EVENT WILL ATTORNEYS' FEES BE AWARDED OR RECOVERABLE; AND 3) UNDER NO CIRCUMSTANCES WILL ANY PARTICIPANT BE PERMITTED TO OBTAIN ANY AWARD FOR PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS, AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED. FURTHERMORE, THE PARTICIPANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, THOSE DAMAGES, LOST PROFITS, AND/OR RIGHTS. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE ABOVE MAY NOT APPLY TO YOU.

10. **Governing Law:** All issues and questions concerning the construction, validity, interpretation and enforceability of the Contest, or the rights and obligations of Participants and the Sponsors in connection with the Contest, shall be governed by, and construed in accordance with, the Terms and Conditions located at <http://www.holylandbiblebee.com/terms-and-conditions-of-use/>.
11. **Privacy Policy:** Any personal information supplied by any Participant to the Contest, Site or Sponsors will be subject to Site's privacy policy posted at <http://www.holylandbiblebee.com/privacy-statement/> which may be modified from time to time.
12. **Winner/Official Rules:** To obtain a copy of the Winner's List or a copy of these Rules, send your request along with a stamped, self-addressed envelope to:

Winners/Official Rules c/o  
 Root Source  
 Mitzpe Nevo 29  
 Maale Adumim 98410 Israel

13. **Sponsors:** The Sponsors of this Contest:

Root Source RA  
 Mitzpe Nevo 29  
 Maale Adumim 98410 Israel